

PICTORIAL REVIEW  
Patterns and Publications

# SHORT MONTH SALE

## Prices Shortened to Expand Sales

**A** FULL THIRTY DAYS' business must be crowded into this short month and to incite quick and early buying, we have "shortened" prices on many lines for the coming week. With our splendid Spring stocks in all their completeness, choice is practically unlimited, for the range is great. The underpricing extends throughout every section of the store and everywhere you'll be confronted with worthy bargains.

Note particularly the excellent items of which we make special mention in this advertisement. They are fair examples of the pricemaking that prevails all over the store. The value in every one is of the "POPULAR'S" matchless kind—as usual.

### Woolen Dress Fabrics

**E**XTENSIVE showing is made for the week of the newest woolen fabrics for spring. The range of choice is excellent, covering materials for every kind of garment. Special pricing of several items will be interesting.

Special lot of fancy dress woolens in shadow stripes, mixtures and novelty weaves, qualities regularly sold up to \$1.50; a yard 95c.  
Light weight dress novelties in styles and colors suitable for entire dress, skirt or waist. A special lot regularly sold up to 75c; a yard 39c.  
All wool challises, the real imported French, in very handsome designs. A regular 75c quality; a yard 49c.

### Silks Underpriced

**T**HE Silk Section has prepared several very attractive special items for the coming week, offering values that are unmatched.

36-inch Black Taffeta, \$1.25 values, 79c.  
19-inch Black Taffeta, all shades, 65c value, 48c.  
Special lot of fancy waist and dress silks in very seasonable shades, \$1.00 and \$1.25 values, 69c.  
19-inch Lorraine Silks in checks and stripes in all colors; a real 65c quality, 38c.  
Silk Mull in shades for street or evening costumes. Regular 50c value, 33c.  
Satin finish Rajah, one of the most popular silk fabrics of the season. All colors, \$1.50 value, specially priced for next week 83c.

### Suitings

As especially adapted to the making of tailored suits and skirts we mention—

Chevron Diagonals, 54 inches wide, all colors, \$2.00.  
Serges, black with white hair line, white, with black, \$1.50.  
Vigoureux, in gray or tan mixtures, \$1.75.  
White Storm Serge, exceptional quality, \$1.50.

### Girls' Dresses

**P**RETTY styles, well made and of the best materials, priced so that you can't afford to make your children's dresses.

Girls' dresses of Scotch and French gingham and percales, plain, plaid and stripes in the Trotteur and regular styles \$2.00  
Girls' dresses of fine gingham in high or low neck, long or short sleeve styles \$2.50  
Scotch plaid and plain French gingham dresses in plaided and Co-ed styles \$3.50  
Separate gimpes, long or short sleeves 50c to \$1.50

### Veils For Windy Days

Special pricing that will help in getting a "windy weather" veil at small cost.

**AUTO VEILS**—Made of extra quality silk mull in a complete line of new shades, 21-2 yards long and worth \$1.50; each 98c  
**AUTO VEILS**—Made of all silk striped and plain chiffon in red, navy, brown, green, gray and champagne, 21-2 yards long and a regular \$3.50 value; each \$2.39  
**FANCY NET VEILING**—New meshes in black and many of the most desired shades. Regular 35c value, a yard 15c

### Our Special Value

**\$7.50 Suits For Boys**

**Absolutely Unequalled**

**T**HE intrinsic worth of these splendid suits will appeal to all those who have boys to dress.

The newest spring styles in the single and double breast coat, with two pairs of knickerbocker trousers to match make these suits very desirable.

The materials used are the light and medium colored worsteds, tweeds and cassimeres, in neat stripes or plain colors. The workmanship is equal to that in any man's suit—the fit is perfect.

In the Boys' Department you can get everything for boy's wear.

### Extraordinary Value in

**Our Tailormade Suits**  
**At \$24.50**

**T**HIS season we are featuring Coat Suits at this price and we unhesitatingly assert that garments of like quality have never before been offered at such a price. You will have to go far to find their equal.

Very smart tailored suit of all wool worsted, in mannish effect; coat 32 inches long; long satin shawl collar of satin or moire; lined with taffeta; 19 gored skirt, full pleated.  
Suit of Shepherd plaid; the coat lined with peau de cygne; 34 inches long; Russian blouse style; long shawl collar of black satin or moire, piped with red and champagne taffeta; skirt very wide, with panel front and back. Both of these are splendid values at \$24.50.

### Tailormade Suits \$14.85

A value you would only expect to find at the close of the season when the most strenuous efforts are made to clear the stocks. Only exceptional buying facilities make it possible for us to offer it now.

Twenty different models, made of fancy tropical worsteds and chiffon panama in both fancy and plain weaves. The coats are the 22-inch length strictly tailored, showing many pretty conceits in the collars, cuffs and trimmings. The skirts are in plain and pleated styles. We show all colors and sizes—\$14.50.

### High Class Coat Suits

From New York's best tailors have come some of the handsomest garments that have ever been shown in El Paso. Two very handsome models shown this week are:

Suit of French serge in new colors. The 34-inch coat with long shawl collar inlaid with heavy black satin, hand embroidered, with cuffs to match. Is lined with all silk peau de cygne and fastens with two large out steel buttons. The skirt in full pleated style \$35.00

Suit of fine French serge in all the new shades, 34-inch coat, beautifully lined, trimmed with silk soutache and two large braided buttons. The lines are unusually graceful and command the admiration of all who see it. \$45.00

Many other handsome styles ranging in price up to \$75.00.

### Exceptionally Handsome

**Dresses and Costumes**  
**At \$22.50**

**F**ROM among the dozens of pretty styles of dresses that we are showing at this price we have selected one for description that will give a slight hint of the splendid values that are on sale here.

The materials used in this model are both chiffon taffeta and Rajah silk in navy, black, hunters' green, gray Copenhagen, heliotrope, roseada and the natural pongee color. The trimmings used are hand embroidered and silk cord, braiding with baby Irish collar and cuff. The skirt is made in the tunic effect, pleated from the knees. The value of these splendid garments is quickly seen—\$22.50.



### Special Pricing of White Waists

White linen, tailormade styles, new spring models and very pretty lingerie waists in a variety of styles \$1.50 values, special 98c.

All linen tailormade and madras waists and lace and embroidery trimmed lingerie waists, new, fresh spring styles, \$2.50 values, \$1.98.

### Silk Dresses \$14.85

To sell at virtually half the real value right at the beginning of the season sounds, perhaps, a little inconsistent. But this offering is one of the good things picked up by our buyer at a bargain price—and we will share the saving with you.

About 25 dresses in this lot, made of soft finish taffeta in stripes and plain colors, with lace yoke and cuffs trimmed with self bands, piping and buttons. Skirts show the new tunic effect and pleated styles. A real \$25.00 value at \$14.85.

### Washable Dresses \$6.85

A very special value we are showing for the coming week is a lot of washable dresses made up in unusually attractive styles at a very attractive price.

These dresses are made of extra quality Scotch gingham, chambray, madras and linene, in both plain colors, stripes and plaids. The trimming effects are neat and appropriate. In many of these the much favored tunic effect is shown. We offer it as a very exceptional value at \$6.85.

### Silk Petticoats

**A Very Special Value, \$4.98**

Petticoats made of extra quality all silk taffeta in all the good colors and black, very wide, with deep full flounce, pleated or ruffled. Petticoats of this quality are ordinarily priced at \$7.50. We make a feature of these at

**\$4.98**

### Muslin Underwear

**W**ORTHY of your consideration are the good points in the garments we sell in this department—they are of correct proportions, well made, of good material and made under healthful and sanitary conditions. No matter how low the price, the value is there.

Corset Covers of nainsook and batiste..... 25c to \$2.50  
Drawers, lace or embroidery trimmed..... 50c to 3.50  
Skirts, very wide, lace or emb'dy trimmed..... \$1.00 to 12.50  
Combination Corset Cover with drawers or skirt 1.00 to 5.00  
Night Gowns, high or low neck, long or short sleeves..... 75c to 10.00  
Short Skirts, lace or emb'dy trimmed..... 50c to 2.00  
Chemise, long or short styles..... 1.00 to 12.50  
Hand Made French Underwear, in all kinds of garments.

### Women's Underwear

**O**UR complete line of knit undergarments for women—the Essex Mills brand—is now here. All qualities, all sizes, both regular and extra large, are shown in separate garments and union suits.

**SPECIAL**—Women's Hile finish Union Suits, high neck, long sleeves, ankle length; extra value..... 43c  
**SPECIAL**—Women's Hile finish Vests, low neck, sleeveless, full size, silk taped, 35c value..... 19c

### Trunks--Suit Cases

**BASEMENT SALESROOM**

**G**OOD, strong, reliable Trunks are the only kinds we sell here—Trunks that will stand the strain and hard usage incident to travel. More than two hundred, representing every size and kind are here for your selection—Steamer Trunks, Hat Trunks, Trunks especially designed for women and others to meet the men's needs.

In length they range from 30 to 44 inches  
In price they range from \$7.50 to \$50.00

**SUIT CASES** of every quality and of every size in genuine leather, leatherette and imitation leather; some in the extension style, others plain. Price \$2.50 to \$35.00

**TRAVELING BAGS** in walrus, calf, Russia and grain leathers in black, brown and light calf. Strongly made with steel frame and good locks. Price \$2.25 to \$25.00

### Bargains In the Basement

32-inch Zephyr Madras (displayed in window) special value, a yard 14c.  
32-inch fancy Madras Waistings, 17 1/2-20 values, 14c.  
Full size Bed Spreads, extra quality, \$1.35 value, 98c.  
Fringed Bedspreads, cut corners, extra heavy, \$2.00 value, \$1.59  
18x36 Cotton Hack Towels, each 9c.

### Dainty Neckwear

A bit of neckwear—you can work wonders with it—brightening up an old waist or adding to the effectiveness of a new one.

There's a world of prettiness in the new ones we show this spring.

A splendid variety of Jabots, Frills and embroidered or lace trimmed stocks.

Real Irish Crochet Collars and Collar and Cuff Sets are immense favorites this season and our showing of them is unusually good.

### Why Pay \$5.00 For Shoes

**When You Can Get the**

**"Popular" \$4 Special?**

**L**ET US show you the splendid styles in this shoe for men. Oxfords and two-eyelot ties on the newest lasts, in tan, brown, oxblood and black leathers. Equal in style and quality to those commonly sold for \$5.00.

### "Fellowcraft" \$3.50 Shoes

"Just as good as they look." We show them in a splendid line of styles, both high and low; in black, tan, brown and oxblood. A shape to fit every man's foot.

**Shop By Mail** Out-of-town customers' orders are taken care of and filled promptly the day they are received. We prepay all express and postage on orders amounting to \$5.00 or more except on heavy merchandise. Send to us for samples of the new spring goods.

**Hart Schaffner & Marx**

**The House of Kuppenheimer**

## The Best MEN'S CLOTHES On Earth!

**F**OR business or for dress there are none better—there can be none better made. The workmanship is the finest—the materials are the best—the styles are the most perfect. And, those who buy them are the best pleased. See the new spring styles now in.

**MANHATTAN SHIRTS**

**JOHN B. STETSON HATS**

### Extra Special

Zion City French and German valenciennes and fillet laces and insertions to match. Widths from 1-2 to 2 inches. Values up to 10c

**A Yard  
5 Cents**

**The Popular**  
**DRY GOODS CO. INC**

### Extra Special

Swiss and Nainsook Corset Cover Embroideries in a large variety of hand-loom finished designs; 85c values are specially priced

**A Yard  
43 Cents**